

Huston talks strategy:

Health tops promotion efforts

National Livestock and Meat Board President John Huston said that the board's strategy for meat promotion during the 1980s will vary between beef and pork, reports CNS.

The main thrust of the board's pork promotion program will be an effort to increase the use of pork by commercial food service establishments such as hotel and restaurant chains, Huston said at the annual meeting of the National Meat Assn.

However, the group's beef promotion efforts will be aimed at convincing consumers that beef is a healthful, economical source of vital nutrients.

Huston indicated that the consumer image of red meat in general, and beef in particular, has been damaged by the controversy over the health impact of fats and cholesterol consumption.

Referring to government-issued nutrition advice, Huston said that dietary guidelines should be debated within the scientific community and should not enter the realm of politics.

Huston said the board intends to continue to target much of its beef promotion efforts toward doctors and dentists, since most Americans turn to these professionals for the bulk of their nutrition advice.

Huston said that a 1979 survey showed that most doctors could identify meat as a good protein source, but only 25% knew that meat was a good source of

iron and only 20% recognized it as a good source of B vitamins.

The pork industry's greatest challenge in the 1980s will be to increase the use of pork in school lunch menus, since children who eat school lunches are at an age when

According to Huston, the board will also continue to promote the use of pork in school lunch menus, since children who eat school lunches are at an age when

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Letters

Bull vs. steer study

Re: Bull beef vs. steers. I suggest that Dr. Walter Hawks contact University of Nevada, college of agriculture, division of animal science, Reno, Nev. 89557.

UNR is now testing bull beef vs. steer beef for several years. Not only on the hoof and in the feedlot but steak on the plate, as well.

Robert A. Bush
Stateline, Nev.

"Wul, if they didn't want 'em throwed out, why do they advertise 'em as throw away bottles!"

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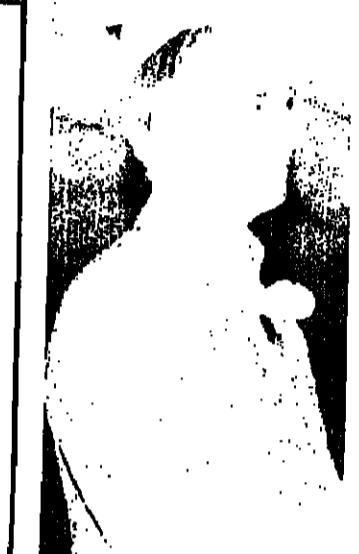
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HONOREE — Long time
Angus breeder Alfred Fox of
Watertown, S.D., is shown speaking at the
South Dakota Angus Assn.'s 36th annual winter
show and sale, which was dedicated to him. Fox has
been very active in the
Angus business, 4-H and in numerous community
programs. The Foxes have
never missed a year at the
winter show.

Oklahoma's '80 crop
drops from 1979 level

The value of principal crops produced in Okla-
homa during 1980 totaled
\$1192 million, down 18% from the 1979 level of \$1446 million.

Block said USDA was still
negotiating some budget items with the Office of
Management and Budget and he was unable to give an
accurate estimate of total
further cuts because "the
numbers change every-

Coming Events

25-March 8—Houston Livestock
Show & Rodeo, Houston,
Texas

March 12-15—SAILA Livestock
Shows and Sales, Tucson, Ariz.

CATTLE AUCTIONS

March 3—Beaver Creek Limousin
Ranch Bull Sale, North Platte, Neb.

March 3—New Mexico Brahman
Bull Sale, Roswell, N.M.

March 3—T-Cross Ranches,
Hereford, Peyton, Colo.

March 4—Hass Farms, Inc.,
Angus Bull Sale, Torrington,
Wyo.

March 4—La Junta Livestock
Commission Co., ILD Complete
Derasar, La Junta, Colo.

March 4—Pennhandle State Uni-
versity Bull Sale, Goodwell, Okla.

March 5—Public Auction Yard
Range Bull Sale, Stillings, Mont.

March 6—Bonn, Heber Springs, 20th
Annual Production Sale, Heber Springs,
Ark.

March 6—Edgar Cripps & Sons
Hereford Sale, Rutherford, Wyo.

March 7—Collier Diamond C
Ranch Extra Edition Simmental
Bull Sale, Stephenville,
Texas.

March 7—Golden Spread Texas
Longhorn Assn., Bonham, Texas.

March 7—Mid-American Brangus
Bull Sale, Amarillo, Texas.

March 14—Texas Red Angus
Bull Sale, Fort Worth, Texas.

March 14—Golden Spread Texas
Longhorn Assn., Bonham, Texas.

March 14—North Texas &
Oklahoma Longhorn Select Sale,
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North Dakota Winter Show

Livestock show days have been set for the 1981 North Dakota Winter Show to be held in Valley City, March 6-15. The show will begin on Thursday, March 5, with the Simmental, Limousin, Tarentaise, Charolais, Chianina, and the halbersteer show. The culmination of the evening will be the parade of champions, with Governor Allan L. Olson, presenting the awards.

Show days will resume on Monday with the sheep, Polled Hereford and Herefords being judged. Tuesday, March 10, will be a very busy day with the Angus, Shorthorn and Galloway showing.

Wednesday, March 11, will be the final day of the livestock show.



DIRECTORS—Newly-elected to the board of directors of the North Dakota Angus Assn. are: Larry White (left), Bowman; Allen Vollmer, Wing; and Bill Hoffman, Wheatland.

Colorado Winter Beef Symposium

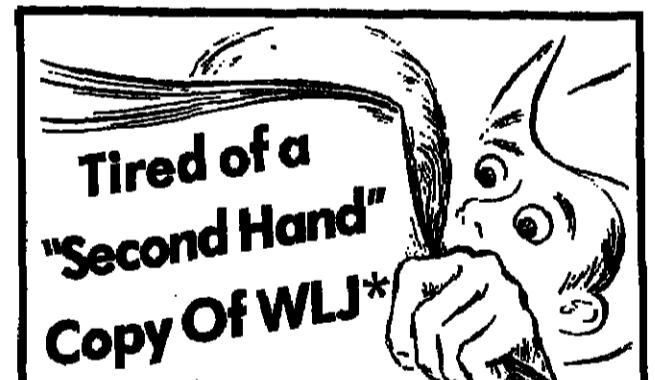
A cattle seminar covering high mountain (brisket) disease, pneumonia and calf scour is planned for March 12 at the Dos Rios Motor Hotel one mile west of Gunnison, Colo. on Highway 50.

The Gunnison Winter Beef Symposium is being sponsored cooperatively by the Colorado State University Mountain Meadow Research Center in Gunnison, the CSU Experiment Station, CSU Cooperative Extension Service and CSU College of Agricultural Sciences.

Registration will begin at 12:30 p.m.

A five dollar registration fee covers refreshments and printed proceedings. Additional copies of the proceeding may be purchased for four dollars each.

Checks for pre-registration should be made payable to Colorado State University and sent to the Mountain Meadow Research Center, Box 598, Gunnison, Colo. 812



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Kansas Beef Expo

Over 500 head of cattle have been consigned to the third annual Kansas Beef Expo scheduled for March 10-12, at the Kansas Coliseum, Wichita, Kan., according to David Breiner, Alma, Kansas, chairman of the expo board.

The expo will combine nine Kansas beef breed associations' annual spring shows and sales into one event lasting three days. In addition, there will be large industry related trade show, social hours, association meetings and much more.

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**Angus Auxiliary Scholarships**

College scholarships totaling \$4600, will be awarded this year to six deserving high school graduating seniors by the American Angus Auxiliary. Three girl and three boy winners most active in Angus projects, school, community and church activities will be selected from state auxiliary applications for the national award. Entry deadline is June 25, reports Anne Patton Gorham, scholarship chairman.

First place scholarships in each group will be \$1100, with \$700 for second and \$500 for third.

Applications for scholarships may be made through state or regional Angus auxiliaries. Names of state chairpersons can be obtained by contacting the American Angus Auxiliary Scholarship Chairperson Anne Patton Gorham, 3003 Hawthorne Blvd., St. Louis, Mo. 63104.

American Maine-Anjou Assn.

The 1981 board of directors of the American Maine-Anjou Assn. were elected recently at the 10th annual A.M.A.A. convention, held in conjunction with the 75th Annual National Western Stock Show, Denver.

President is Jerry Bogaards of Pella, Iowa; first vice-president is C.S. Harding Mott of Holly, Miss.; second vice-president is R.C. Norman, M.D., San Antonio, Texas; at large is G. Don Rhone of Coleman, Texas.

Regional directors are Leonard Aschermann, Tower Hill, Ill.; Kirk Daves, Guffey, Colo.; Sid DeHaan, Pella, Iowa; Jerome Fritsche, Issaquah, Wash.; Larry James, Paris, Mo.; Gary Johnson, Mt. Vernon, Mo.; David Marold, Westcliffe, Colo.; Jerry Rollings, Vernon Center, Minn.; Edward Taylor, New Hampton, Mo.; and Roland Wright, Moore, Mont.

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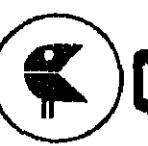
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CLASSIFIED
CORRAL
... SHORT CUT TO PROFITS**ADVERTISING RATES**

BY THE WORD: 50 cents per insertion with a 10% discount if ad is ordered for 3 times. 15% discount if ad is ordered for 6 times. Include name and address in word count. Count as one word each initial, abbreviation, whole number and phone number. Hyphenated words as two. Minimum charge of \$7.00.

BY THE INCH: \$2.00 per column inch per insertion with a 10% discount if ad is ordered for 3 times. 15% discount if ad is ordered for 6 times.

NO CASH DISCOUNT FOR PAYMENT IN ADVANCE FOR EITHER WORD OR DISPLAY ADVERTISING.

MAD RATES: \$1.00 more per insertion for having a bold face head and your signature on it in bold face type. Words only.

CONDITIONS

BLACK AND WHITE ads only. No photographs or reverses.

EMPLOYMENT/WANTED ADS must be paid in advance.

DEADLINE: 4:00 p.m. Tuesday for issues mailed Friday and dated the following Monday.

LIABILITY: Advertiser is liable for content of advertisement and any claims arising therefrom made against the publication. Publisher is not responsible for errors in phonetic copy. Publisher reserves the right to refuse any advertising not considered in keeping with the publication's standards.

COMMISSIONS: Classified advertising is NOT agency commissionable.

WESTERN LIVESTOCK JOURNAL

Barbara Wyckoff—Ext 47

Livestock Exchange Dept

Denver, CO 80216

PHONE 303/623 2800

DO NOT PHONE in response to blind ads. Advertisers names and locations are confidential. Write, shopping Ad Dept. If on your envelope and your reply will be promptly forwarded.

CLASSIFIED INDEX

1 Employment Wanted

2 Help Wanted

2A Distributors Wanted

2B Custom Service

3 Calve Markers

3A Livestock Brands

4 Samen

5 Calve

5A Livestock Equipment

5B Exotic Animals

6 Goals and Sheep

7 Hogs

7A Poultry

8 Horses, Jacks, Mules

8A Horsemen Supplies

9 Dogs

10 Auctions

10A Auctioneers

11 Livestock Wanted

12 Feedlots

13A Retirement Properties

13B Farm and Ranch Appraisal/ Management

13C Storage Space for Sale

13D Appraisers

13E Farms, Ranches for Sale

14 Ranches for Rent or Lease

15 Ranches or Pasture Wanted

16 Real Estate for Trade

17 Pasture Available

18 Hay Feed Svcs

19 Business Investments

19A Livestock Loans

19B Loans

19C Livestock Insurance

20 Machinery

21 Fence Posts

22 Building Materials

23 Pipe, Irrigation Supplies

24 Schools

25 Trucks and Autos

26 Trailers

27 Lost and Found

28 Women's Interest

29 Vet Supplies

30 Miscellaneous

31A Travel

EMPLOYMENT WANTED

1 Husband and Wife desire

to ranch work. Lee Degree in

mechanical and business management. 18 years of ranch and farm experience. Honest and dependable. P.O. Box 191, Amboy, WA 98601.

FULLY QUALIFIED rancher desiring to purchase a ranch as manager or owner. All types owner ok. Selling range, willing to locate. New Mexico, Arizona, Utah, northwestern Colorado, Don Mangum, R.R. 1, Summer, TX 75427. Phone: 214/785-2279.

RANCH POSITION wanted.

Cow/calf/steer foreman or riding

cow. Know cattle and horses.

Honest, dependable, trustworthy.

Prater, gelding, gelding and surrounding areas. Current references. 6 a.m.-6 p.m. or after 6 p.m., call: 303/777-4435, ask for Joe Patrick.

Married man, 26, seeking

long term employment on com-

mercial cow/calf operation, per-

ferably desert location. Hove

o, experienced in fencing,

driving, herding, shearing and

feeding. References: honest

and dependable. References

request. Write Ad Dept: 541 c/o WLJ.

EXPERIENCED

REGISTERED HERDSMAN

For 14 years experience in all

phases of breeding program to

include both practical cow/calf

breeding and technical arti-

ficial insemination and genetics.

CALL 209/245-8802

106/618/24-9231

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EXPERIENCED

REGISTERED HERDSMAN

For southern Idaho registered

Hereford and farm operation.

Must be capable of showing

sale cattle and all practical

management. Top salary,

PACIFIC
Farms and Ranches 13

TEHAMA COUNTY: good, 115 irrigated acres, reservoir, 3 large barns, good corrals, fenced, nice, 3 bedroom, home, \$315,000. Terms. Hobgood Realty, 916/824-2196.

20 ACRES
WHIDBEY ISLAND, WASHINGTON
13 Acres forest, orchard, fenced, now barn with 2 bedroom apartment. Home with view, 2 miles to Oak Harbor, \$175,000. Owner, P.O. Box 28, Oak Harbor, WA 98277.

TEHAMA COUNTY: 425 acre ranch, 50 irrigated, dry fall balance, large barn, equipment building, equipment, fenced, large, 3 bedroom home, guest house, \$575,000, terms. Hobgood Realty, 916/824-2196.

PINE TREE REALTY
209/784-1000
626 West Grand
Porterville, CA 93257
In Northern California
Manager: Bo Laque
916/865-5105
Office at the ranch—County
Roads 20 and RR, Orland, CA
95963

BLIND BOX ADVERTISERS: By the word count 5 additional words AND include \$2.00 PER INSERTION for the cost of forwarding replies

CENTRAL OREGON HORSE RANCH
53 Level acres, new, 70x120 ft. 16 stall barn, 18x32 ft. veterinary and tack room. All stalls have large run, no walker, plenty of room for private training track. 42 acres irrigation. \$275,000 with terms. Trade for trucks, airplane, cash or Agent owned.

Cliff Beck
ERA Realty Center
328 N.E. Hawthorne, Bend, OR 97701
PHONE: 503/389-7780; Evenings, 503/447-3561

SOUTHEASTERN OREGON
315 Acres, home plus extra quarters, 2, large meadows, year around creek and springs. Spacious man's paradise. Deer, elk, moose, bear, 2000 ft. above sea level. JAN MORGAN REAL ESTATE. Phone: 503/947-4800 or evenings, 503/947-4204.

NORTHERN CALIFORNIA—SISKIYOU COUNTY
310 Acre ranch, 180 acres alfalfa, 80 acres field corn. Completely landscaped, 3 pump, 5 well lines, underground mainlines. Large barn, corrals and numerous outbuildings. Beautiful Scott Valley setting. \$885,000.

Small ranch, 56 acres, 22 acres in alfalfa. Irrigation well, pump and underground mainlines. Nice mobile home and large barn.

\$198,000 with owner financing.

TANKERSLEY & BAWL REAL ESTATE, INC.

P.O. Box 804, Fort Jones, CA 96032

PHONE: 916/468-2349

Remember to use the MINI AD DISPLAY

MAD rate:

\$1.00 more per insertion to have your ad have some of the advantages of the classified regular display ad.

Write the word **MAD** on your ad order copy, underline the words you prefer in boldface, count the words, figure the cost and add \$1.00 per insertion to take advantage of going **MAD**.

Western Livestock Journal's CLASSIFIED CORRAL Handy Order Form.

Mall this coupon to: The Classified Corral, 4th Floor, Livestock Exchg. Building, Denver, CO 80216.

Bill this ad to:

Name _____

Address _____

City _____

State _____ Zip _____

Run this ad _____ times under (choose category number) _____ class/section _____

MAD rate: \$1.00 more per insertion. Check here if **MAD** is desired.

Bind Box Advertiser—Add \$2.00 per insertion for forwarding of replies.

Please include telephone area code and zip code if phone and address appear in ad.

Use for word ad copy only—Per insertion

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